THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:

1. A method for encouraging users of computer readable content to register, the method comprising embedding in said computer readable content, instruction codes operable to direct a processor circuit to automatically establish a connection to a server, when said content is in use by said processor circuit, to transmit registration information to said server and operable to control further use of said content by said processor circuit in response to a key received from said server.

2. The method of claim **1** further comprising storing said computer readable content and said embedded instruction codes on a portable memory medium.

3. The method of claim **1** further comprising providing said computer readable content and said embedded instruction codes for use by a user computer.

4. The method of claim **1** wherein embedding comprises embedding a self executing apple in said computer readable content.

5. The method of claim **4** further comprising producing said apple such that said apple contains said instruction codes.

6. A method for encouraging users of computer readable content to register, the method comprising providing to a user computer said computer readable content and instruction codes embedded in said computer readable content, said instruction codes being operable to direct a processor circuit of said user computer to automatically establish a connection to a server, when said content is in use by said user computer, to transmit registration

information to said server and operable to control further use of said content by said user computer in response to a key received from said server.

7. The method of claim 6 wherein providing comprises transmitting said computer readable content and said embedded instruction codes to said user computer.

8. The method of claim 7 wherein transmitting comprises transmitting said computer readable content and said embedded instruction codes on a communications network.

9. The method of claim 7 wherein transmitting comprises providing a computer readable medium to a user, said computer readable medium having stored thereon said content and said embedded instruction codes.

10. A method for encouraging users of computer readable content to register, the method comprising executing instruction codes embedded in said computer readable content, when said content is in use by a processor circuit, to automatically establish a connection to a server to transmit registration information to said server and to control subsequent use of said content by said processor circuit in response to a key received from said server.

11. The method of claim 10 wherein executing comprises causing said instruction codes to be executed when access is made to said content by said processor circuit.

12. The method of claim 10 wherein executing comprises producing a measure of use of said content by said processor circuit.

13. The method of claim 12 wherein producing said measure of use of said content comprises determining a number of times said content is accessed by said processor circuit.

14. The method of claim 12 wherein producing said measure of use comprises determining memory usage of functional descriptive content in said computer readable content.

15. The method of claim 12 wherein producing said measure of use comprises determining document usage by function descriptive content in said computer readable content.

16. The method of claim 12 further comprising establishing said connection to said server when said measure of use exceeds a threshold value.

17. The method of claim 16 wherein establishing said connection comprises establishing an internet protocol connection with said server.

18. The method of claim 17 further comprising launching a browse session with a uniform resource locator pointing to a user registration page for permitting a user to enter registration information.

19. The method of claim 10 wherein controlling subsequent use of said content comprises enabling subsequent use of said content when said key is received from said server.

20. The method of claim 10 wherein controlling subsequent use of said content comprises disabling further use of said content when no key is received from said server.

21. The method of claim 20 further comprising deleting files produced by functional descriptive content in said computer readable content.

22. The method of claim 21 further comprising warning a user of said processor circuit that

files are about to be deleted.

23. The method of claim **10** wherein controlling subsequent use of said content comprises maintaining a count of the number of times a warning about deleting files is presented to a user of the processor circuit.

24. The method of claim **23** wherein controlling comprises deleting files produced by functional descriptive content in said computer readable content when said count exceeds a threshold value.

25. A method of controlling a use of computer readable content, the method comprising transmitting to a user computer a key operable to cooperate with said user computer to deactivate execution of instruction codes embedded in said computer readable content at said user computer, in response to receipt of registration information from said user computer.

26. The method of claim **25** further comprising hosting a uniform resource locator pointing to a user registration page for permitting a user to provide said registration information to register as a user of said computer readable content.

27. The method of claim **26** further comprising validating said registration information.

28. The method of claim **27** further comprising executing the act of transmitting when said registration information is successfully validated.

29. A computer readable medium on which is stored computer readable content and instruction codes embedded in said computer readable content, said instruction codes being operable

to direct a processor circuit to automatically establish a connection to a server, when said content is in use by the processor circuit, to transmit registration information to the server and operable to control further use of the content by the processor circuit in response to a key received from the server.

30. A data signal comprising a first code segment providing computer readable content and a second code segment embedded in said first code segment such that said second code segment is rendered operational when said first segment is used, said second code segment comprising instructions for directing a processor circuit to automatically establish a connection to a server, when said content is in use by the processor circuit, to transmit registration information to the server and operable to control further use of the content by the processor circuit in response to a key received from the server.

31. The computer readable medium of claim **29** wherein said instruction codes are provided in a self executing apple.

32. A system operable to encourage users of computer readable content to register, the system comprising:

a) a processor circuit;

b) a communications interface in communication with said processor circuit for communicating with a server; and

c) a receiver for receiving computer readable content with instruction codes embedded therein, said instruction codes being operable to cause said processor circuit to automatically cause said communications interface to establish a connection to a server

to transmit registration information to the server, and to control subsequent use of said computer readable content by said processor circuit, in response to a key received from the server.

33. The system of claim **32** wherein said receiver includes a media reader.

34. The system of claim **32** wherein said communications interface is operable to establish communications on a network.

35. The system of claim **32** wherein said processor circuit is part of a personal computer.

36. A system for controlling the use of computer readable content, the system comprising:

a) a receiver for receiving registration information from a user computer; and

b) a transmitter for transmitting to a user computer a key operable to cooperate with said user computer to deactivate execution of instruction codes embedded in computer readable content at said user computer, in response to receipt of registration information at said receiver.

37. The system of claim **36** wherein said receiver includes a web server operable to host a uniform resource locator pointing to a user registration page for permitting a user to provide registration information to register as a user of said computer readable content.

38. The system of claim **37** wherein said web server is programmed to validate said registration information.

39. The system of claim **38** wherein said web server includes said transmitter.